



PRESS RELEASE

ASTON HILL SURPASSES \$3 BILLION IN AUM

FOR IMMEDIATE RELEASE

Calgary, Alberta, February 28, 2011: Aston Hill Financial Inc. (the "Company" or "Aston Hill") (TSXV: AHF) announced today that its Assets Under Management and Advisory ("AUM") continued to grow during the fourth quarter, climbing from \$2.55 billion at September 30, 2010 to \$2.86 billion at December 31, 2010 and, as of February 15, 2011, surpassed \$3.0 billion. Management estimates that revenues from management and advisory fees and other income will approximate \$9.4 million for the twelve month period ended 2010. These amounts are preliminary and are subject to year-end external audit.

Aston Hill Financial Inc. is an asset management company with expertise in income generating products, energy investments and oil and gas property management. Aston Hill has offices in Calgary and Toronto and is listed on the TSX Venture Exchange under the symbol "AHF".

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The TSX Venture Exchange has neither approved nor disapproved the information contained herein.

Forward-Looking Statements: This news release contains certain "forward-looking statements" within the meaning of such statements under applicable securities law. Forward-looking statements are frequently characterized by words such as "plan", "continue", "expect", "project", "intend", "believe", "anticipate", "estimate", "may", "will", "potential", "proposed" and other similar words, or statements that certain events or conditions "may" or "will" occur. These statements are only predictions. Various assumptions were used in drawing the conclusions or making the projections contained in the forward-looking statements throughout this news release. Forward-looking statements are based on the opinions and estimates of management at the date the statements are made, and are subject to a variety of risks and uncertainties and other factors that could cause actual events or results to differ materially from those projected in the forward-looking statements.

For a detailed description of the risks and uncertainties facing Aston Hill and its business and affairs, readers should refer to Aston Hill's interim and annual financial statements and management discussion and analysis which are available at www.sedar.com. Aston Hill undertakes no obligation to update forward-looking statements if circumstances or management's estimates or opinions should change, unless required by law. The reader is cautioned not to place undue reliance on forward-looking statements.